Wyższa Szkoła Turystyki i Ekologii
ul. Zamkowa 1
34-200 Sucha Beskidzka

COURSE DESCRIPTION SHEET

FUNDAMENTALS OF MARKETING IN TOURISM AND RECREATION SERVICES

Programme: Tourism and Leisure		Course ID:
Profile: practical		
Major: general	**Level of studies:** First degree (bachelor's)	**Year:** II **Semester:** 1
Type of classes: lecture, practical classes/exercises	**Number of hours per semester:** Full-time studies: **10/10** Part-time studies: **6/6**	**ECTS:** 2

COURSE GUIDE

Applicable for students in academic year 2025/2026

STUDENT WORKLOAD

Type of activity	**Average number of hours required to complete the activities**	
	Full-time studies	**Part-time studies**
Total number of hours with direct participation of the instructor	23	14
Hours conducted in class	20	12
Including those using distance learning methods and technologies	-	-
Consultations	2	1
Examinations and assessments during the exam session	1	1
Independent student work	27	36
Total workload	**∑50**	

COURSE OBJECTIVES

C1. To provide students with essential knowledge enabling them to understand the nature of marketing (various approaches) and its significance in business management.
C2. To acquaint students with the origins and fundamental principles of marketing orientation in market entities.
C3. To develop students' ability to implement marketing principles within the management process of any market-oriented organisation.
C4. To familiarise students with the basic tools of the marketing mix and the conditions and principles of their application.
C5. To foster creative, market-oriented attitudes essential for managing an enterprise operating in a dynamic and turbulent environment.

PREREQUISITES

1. Basic knowledge of tourism fundamentals, economics, and psychology.
2. Ability to present generally available information relevant to the subject matter.
3. Ability to listen attentively and understand the material presented during classes.

LEARNING OUTCOMES

KNOWLEDGE (W)

EU 1 The student knows basic marketing definitions, with particular emphasis on its elements such as price, product, distribution, and resources. The student distinguishes between the concepts of 4P, 5P, 7P, and marketing 1.0 to 5.0. EU 2 The student explains the origins and evolution of marketing orientation, including the emergence of sectoral, strategic, and relationship marketing.
SKILLS (U)
EU 3 The student can conduct market analysis and plan an organisation's activities in accordance with marketing thinking principles. EU 4 The student can obtain and effectively use information necessary for planning and implementing marketing activities.
COMPETENCES (K)
EU 5 The student assimilates new content, participates actively in classes while adhering to established norms, completes assigned tasks, and demonstrates entrepreneurial thinking and behaviour.

COURSE CONTENT

Type of class – LECTURES Detailed description of thematic blocks	**Number of hours**	
	Full-time studies	**Part-time studies**

L 1 – 10	1. The essence of marketing (origins, various interpretations, general marketing principles, development trends). The evolution of marketing concepts from 4P through 5P and 7P to 4C; marketing 1.0 – 4.0. 2. Main areas of marketing. 3. The business environment (marketing dimension, external and internal environment, key components and research methods, including clients, competitors, intermediaries, and market institutions). Porter's Five Forces model. 4. The client and their role in marketing (customer profiles – descriptive, sociological, psychological; decision-making processes and behavioural determinants; characteristics of institutional customers). 5. Market segmentation (definition, selection criteria, segmentation conditions, target market selection, product positioning). Profiles of customer segments for OTAs, hotels, and travel agencies. 6. Marketing instruments (the concept of the marketing mix: product, price, distribution, promotion; relationships between elements; general rules for instrument selection). 7. The product in marketing terms (structure, classification, product life cycle and its application in decision-making, principles of assortment planning, introduction of new products). 8. Price as a marketing instrument (essence and objectives of pricing policy, pricing methods and strategies, price differentiation, pricing across distribution channels). 9. Product distribution (definition, types and structure of distribution channels, factors influencing channel design, cooperation and conflict in channels, logistics management). Distribution channels in tourism services. 10. Customer experience analysis as a modern foundation for marketing decision-making.	**10**	**6**
Total		**10**	**6**

Type of class – PRACTICAL CLASSES / EXERCISES Detailed description of thematic blocks		Number of hours	
		Full-time studies	**Full-time studies**
PC/E 1-10	1. Stages of the purchasing decision process. The Zero Moment of Truth concept. 2-3 Customer Journey Mapping (CJM) for marketing purposes (hotel, airport, destination) – development of CJM by students. 4. Marketing activities throughout the product life cycle – case studies. 5. Identifying and analysing user segments on OTA platforms. 6. Independent analysis of acceptable pricing for hotel rooms and stay packages. 7-8 Fundamentals of marketing strategy. 9-10 Storytelling in contemporary marketing communication – case studies.	**10**	**6**
Total		**10**	**6**

TEACHING TOOLS

1. Lecture: multimedia presentations and audiovisual materials (PowerPoint)
2. Practical classes / Exercises: case study analysis, problem-solving through group discussions.

ASSESSMENT METHODS AND TECHNIQUES (F – Formative, P – Summative)

F1. Assessment of knowledge and understanding of lecture content.
F2. Assessment of student interest, preparation, and completion of assigned tasks.
F3. Assessment of activity and engagement during classes.
P1. Assessment of knowledge and skills acquired during lectures, exercises, and individual study – **written examination**

COURSE COMPLETION REQUIREMENTS

A positive grade in the written examination.

BIBLIOGRAPHY

BASIC LITERATURE

1. Kotler P., Kartajaya H., Setiawan I., *Markentig 3.0*, MT Biznes, 2019.
2. *Podstawy marketingu*, red. A. Czubała, PWE, Warszawa 2012.
3. Panasiuk, *Marketing usług turystycznych*, PWN, Warszawa 2006.
4. Altkorn J., *Marketing w turystyce*, PWN, Warszawa 2001.

SUPPLEMENTARY LITERATURE

1. Garbarski L. , red., *Marketing. Koncepcja skutecznych działań*, PWE, Warszawa 2011.
2. Kotler Ph., Armstrong G., Saunders J., Wong V., *Marketing. Podręcznik europejski*, PWE, Warszawa 2002.

INFORMATION ABOUT THE ACADEMIC TEACHERS

Course instructor (name, surname, e-mail address)

1. ……e-mail: …….

COURSE IMPLEMENTATION MATRIX

Learning outcome for the course	Reference to programme learning outcomes	Course objectives	Course content	Teaching tools	Assessment methods
EU1	K_W01	C1	L1 – 10	1	P1
EU2	K_W01, K_W07	C1, C2	L10	1	P1
EU3	K_U02, K_U05	C3	L1-10, PC/E1 – 5	1,2	F1-F3, P1
EU4	K_U02, K_U05	C5	L1-10, PC/E 1 - 5	1,2	F1-F3, P1
EU5	K_K05, K_K06	C1-C5	L1-10, PC/E 1 - 5	1,2	F1-F3, P1

STUDENT ASSESSMENT CRITERIA

LEARNING OUTCOME 1 (W)	
For grade 2	1. The student does not know the basic definitions of marketing, particularly in relation to activities undertaken in various types of enterprises.
For grade 3	1. The student demonstrates a basic knowledge of marketing definitions, particularly in relation to activities undertaken in various types of enterprises.
For grade 4	1. The student demonstrates a good knowledge of marketing definitions, particularly in relation to activities undertaken in various types of enterprises.
For grade 5	1. The student demonstrates a very good knowledge of marketing definitions, particularly in relation to activities undertaken in various types of enterprises.
LEARNING OUTCOME 2 (W)	
For grade 2	2. The student does not know the origins or evolution of marketing orientation, including the reasons for the development of sectoral, strategic, and relationship marketing.
For grade 3	2. The student has a satisfactory knowledge of the origins and evolution of marketing orientation, including the reasons for the development of sectoral, strategic, and

	relationship marketing.
For grade 4	2. The student has a good knowledge of the origins and evolution of marketing orientation, including the reasons for the development of sectoral, strategic, and relationship marketing.
For grade 5	2. The student has a very good knowledge of the origins and evolution of marketing orientation, including the reasons for the development of sectoral, strategic, and relationship marketing.
LEARNING OUTCOME 3 (U)	
For grade 2	3. The student cannot conduct market analysis or plan an organisation's activities in accordance with marketing principles.
For grade 3	3. The student can, at a satisfactory level, conduct market analysis and plan an organisation's activities in accordance with marketing principles.
For grade 4	3. The student can, at a good level, conduct market analysis and plan an organisation's activities in accordance with marketing principles.
For grade 5	3. The student can, at a very good level, conduct market analysis and plan an organisation's activities in accordance with marketing principles.
LEARNING OUTCOME (U)	
For grade 2	4. The student cannot obtain or use information necessary for marketing planning and implementation.
For grade 3	4. The student can, at a satisfactory level, obtain and use information necessary for marketing planning and implementation..
For grade 4	4. The student can, at a good level, obtain and use information necessary for marketing planning and implementation.
For grade 5	4. The student can, at a very good level, obtain and use information necessary for marketing planning and implementation.
LEARNING OUTCOME (K)	
For grade 2	5. The student fails to assimilate new content, does not adhere to established norms, does not participate in classes, and fails to complete assigned tasks.
For grade 3	5. The student assimilates new content satisfactorily, follows established norms, participates in classes, and completes assigned tasks at satisfactory level.
For grade 4	5. The student assimilates all new content well, follows established norms, participates actively, and completes assigned tasks responsibly at good level.
For grade 5	5. The student assimilates all new content excellently, consistently follows established norms, participates actively, completes assigned tasks reliably, and demonstrates an entrepreneurial attitude at very good level.

METHOD OF LEARNING OUTCOME VERIFICATION

Assessment of:	**Percentage distribution of assessment:**
Knowledge (W)	**35%** of total course grade
Skills (U)	**40%** of total course grade
Social competences (K)	**25%** of total course grade

GRADING SCALE:

Insufficient (2.0)	Below 50% of the maximum score for the intended learning outcomes.
Satisfactory (3.0)	From 50% to 60% of the maximum score for the intended learning outcomes.
Satisfactory plus (3.5)	From 60% to 70% of the maximum score for the intended learning outcomes.
Good (4.0)	Above 70% to 80% of the maximum score for the intended learning outcomes.
Good plus (4,5)	Above 80% to 90% of the maximum score for the intended learning outcomes.
Very good (5,0)	Above 90% to 100% of the maximum score for the intended learning outcomes.

Person responsible for the course description sheet

APPROVAL OF THE COURSE DESCRIPTION SHEET FOR IMPLEMENTATION

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(place, date) (course coordinator) (dean)